

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*February 8, 2017 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel		X
Gail Pena	X	
Linda Fulton	X	
Ed Levy	X	
Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Jackie Keene, CD2	X	
John Catalano, LAPD		X
Brian Lammert, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:01 a.m.

## **2. Public Comment on Agenda Items**

None.

## **3. LAPD Report**

No report.

## **4. Approval of Minutes**

**MOTION:** To approve the 1/11/17 board minutes.

Moved by: E. Levy

Seconded by: G. Pena

**PASSED:**

## **5. Financial Report**

A. Aulenta explained the financials for January 2017. Received \$5,708.73 in delinquent assessment income and \$2,975 from a LANI grant in the month of January. Administration was under budget for the month and year. Communication was under for the month and year. Office expenses were under budget for month and year. Public Space Management was under budget for the month and year. Total expenses are under for the month and year. Balance sheet as of January 31st: Bank accounts at \$36,165, total liabilities at \$38,973. and total equity at \$2,808.43. First assessment payment of the year is scheduled to receive approximately \$160,000 on 2/3/17.

A. Aulenta reviewed costs from 3 firms to conduct the BIDs annual financial review and tax filings. Board chose to remain with the same firm from year prior, Armanino, LLP.

**MOTION:** To approve current financial report.

Moved by: E. Levy

Seconded by: G. Pena

**PASSED: Yes**

## **6. Marketing Report**

N. Bianconi gave the NoHo Card program and communications with the Academy on distributing the card.

N. Bianconi and A. Aulenta discussed a proposal to create a smartphone app for the NoHo card. Costs would be approximately \$1,000 for app and server fees. App costs would be covered within the approved 2017 marketing costs. Members discussed and were in favor of proceeding.

## **7. Operations Report**

R. Stoff (Chrysalis) discussed District maintenance activity.

B. Lammert (Securitas) discussed safety statistics and district activity.

A. Aulenta gave an update on the City's proposed Sidewalk Vending program.

## **8. New Business**

J. Keene, CD2 discussed the City researching art grants to provide an artist to paint a mural on the property adjacent to NoHo Plaza, as well as shade sails at NoHo Plaza. Also, discussed the Great Streets Arts Activation grant to program the plaza and an upcoming community open house on Lankershim Great Streets.

## **9. Adjourn**

Meeting adjourned at 12:02 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*January 11, 2017 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton	X	
Ed Levy	X	
Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Angelina Schneider, CD2	X	
Capt. Don Graham/John Catalano, LAPD	X	
Brian Lammert, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
Paul Storable	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:04 a.m.

## **2. Public Comment on Agenda Items**

None.

## **3. LAPD Report**

New North Hollywood LAPD Captain D. Graham addressed the board and explained his community policing philosophy and working together with the NoHo Arts District business community. J. Catalano discussed District crime trends.

## **4. Approval of Minutes**

**MOTION:** To approve the 12/14/16 board minutes.

Moved by: A. Siegel

Seconded by: G. Pena

**PASSED:**

## **5. Financial Report**

A. Aulenta explained the financials for December 2016. Received \$439 in assessment interest income for the month of December. Total income for the year finished over budget due to timing. Administration is under budget for the month and finished over budget for the year (\$600) due to CPA fees for the annual financial review being above the amount budgeted. Communication was under for the month and finished under for the year. Office expenses were under budget for month and finished over budget for the year (\$563). Public Space Management was under budget for the month due and finished under for the year. Total expenses are under for the month and finished under for the year. Balance sheet as of December 31st: Bank accounts at \$75,920.58, total liabilities at \$38,880 and total equity at \$37,041. Based on past years, first assessment payment of 2017 due in late January/early February.

**MOTION:** To approve current financial report.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED: Yes**

## **6. Marketing Report**

N. Bianconi gave the NoHo Card program and updated the board on a meeting with the Academy to market the card to its members and employees.

N. Bianconi and A. Aulenta also discussed evolving the program into a digital platform by creating a smart phone app to display member discounts and a digital card. Price would be approximately \$1,000 for app and fees and room exists in 2017 budget for the NoHo Card to execute. More details on app and price to come in February after meeting with designer.

## **7. Operations Report**

R. Stoff (Chrysalis) discussed maintenance activity and pressure washing.

B. Lammert (Securitas) discussed safety statistics and district activity.

Discussion on NoHo Plaza and purchasing additional tables and chairs in 2017.

## **8. New Business**

A. Schneider discussed the City researching art grants to provide an artist to paint a mural on the property adjacent to NoHo Plaza.

## **9. Adjourn**

Meeting adjourned at 12:05 p.m.